

## Press Release

### Red Dot Award for RECARO Kids

**Grandate (Italy) / Bayreuth (Germany), 01.04.2020 – RECARO Kids is a winner of the renowned Red Dot Award 2020 with its stroller Sadena in the category “Babies and Children”. The Red Dot is the award for high design quality. The international jury only awards this sought-after seal of quality to products that feature an outstanding design.**

More details on [www.red-dot.org/pd/winners](http://www.red-dot.org/pd/winners) from 30.06.2020 on.

The stroller Sadena is arriving on the market, more information will be available shortly on our website <https://www.recaro-kids.com>.

#### About the Red Dot Award

For more than 60 years, the Red Dot Award has offered designers and companies a platform for evaluating good design. The experience and expertise of the jury while the evaluation jury is incomparable. According to the motto “In search of good design and innovation” they have each of the approximately 6,500 submitted products individually tested and jointly decided on the awarding of the awards. The evaluation process is based on various judging criteria which are constantly adapted to new technical, social, economic and ecological requirements. They provide an orientation framework, which is complemented by each individual juror according to his or her expertise and socio-cultural background.

The judging criteria include amongst others:

- Degree of innovation
- Functionality
- Formal quality
- Ergonomics
- Durability
- Symbolic and emotional content
- Product periphery
- Self-explanatory quality
- Ecological compatibility

The Red Dot Jury comprises some 40 international experts. They test, discuss and evaluate each entry individually, live and on site. The submissions are not compared with each other but are assessed individually. While the set-up of the jury changes annually, one element remains the same: All members commit to the “Code of Honour”, which states that jurors cannot participate in the adjudication of products they were involved in. More information on <https://www.red-dot.org/>.

## **About RECARO Kids**

*RECARO Kids is synergically managed through two dedicated companies: RECARO Kids GmbH, based in Germany, which deals with the development of premium-top range products and RECARO Kids srl, located in Italy, responsible for all partnerships and logistic and commercial processes. RECARO Kids srl is the new company of Artsana Group which holds the exclusive worldwide license for the development, production and distribution of high-end child seats and strollers under the RECARO brand. RECARO Kids is part of the Artsana Group portfolio as a premium brand by exploiting the synergies in the group in sales, production, supply chain and product development.*

## **About RECARO Group**

*The RECARO Group comprises the independently operating divisions RECARO Aircraft Seating in Schwäbisch Hall and RECARO eGaming in Stuttgart as well as the RECARO Holding located in Stuttgart. The Group’s consolidated sales amounted to more than 600 million euros in 2018. Currently the Group employs more than 2,700 employees at its locations around the world. The automotive seating business as well as the child seat and stroller business are operated by licensees.*

## **About Artsana Group**

*Artsana Group is a leader in the baby care sector with brands such as Chicco, Neo Baby, Boppy, Fiocchi di Riso, Fisiolact and RECARO, for the health care sector with Control and Goovi. Since 2017, Artsana also owns 100% of Prenatal Retail Group, which is active in the baby and children’s products sector through the brands Prénatal, Toys Center, Bimbo Store and, in France and Switzerland, King Jouet. The Group markets its brands in over 150 countries. Artsana Group has more than 8,200 employees at its 23 subsidiaries worldwide and at its 4 production units in Europe, two of which are in Italy - Verola Nuova (BS) and Gessate (MI). Consolidated annual turnover in 2018 exceeded 1,500 million euros.*

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